



CRIF

CRIF is a global company specializing in credit bureau and business information, outsourcing and processing services, and credit solutions. Established in 1988 in Bologna (Italy), CRIF has an international presence, operating over four continents (Europe, America, Africa and Asia). The mission that drives CRIF is to create value and new opportunities for consumers and businesses by providing reliable information and solutions, allowing more powerful decisions and accelerating digital innovation.

Since 1988, CRIF has been responsibly supporting its clients globally in their everyday financial journey, through trusted information, advanced cutting-edge solutions, and unique expert knowledge.

CRIF is the leading provider in continental Europe of banking credit information, one of the key players worldwide providing integrated services and solutions for business and commercial information and credit and marketing management, and is included in the prestigious FinTech 100, a ranking of the leading global technology solution providers to the financial services industry.

Initiative

FACCIO TESORO



Description

A project entirely dedicated to the financial education of Italian consumers. The idea behind the project is to provide practical and easy-to-use information to increase awareness about borrowing and managing personal finances, focusing on knowledge of the key concepts, the available tools, and their use. To do this, CRIF decided on a multimedia format, putting simplicity and ease of access first. Specifically, 6 comedy sketches were made based on certain important stages in a family's life (birth of a child, starting work, buying a home or an important item such as a car, management of the household budget, etc.) linked to 106 explanatory videos focusing on the subjects of most interest to the population, the identification of good practices, and useful and practical tips.

On the Faccio Tesoro website, with all the content of the initiative easily accessible from any device, there are in-depth examinations of these milestones in family life organized by category, including: Home and mortgage, Applying for a loan, Budgeting and borrowing, Payment cards, and Assessment processes.



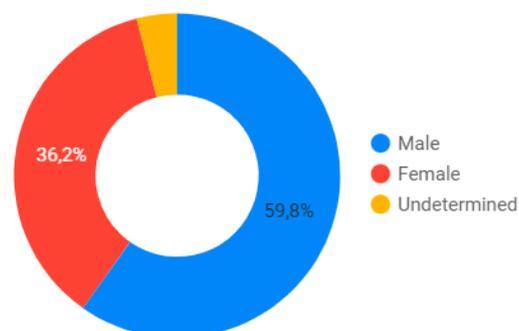
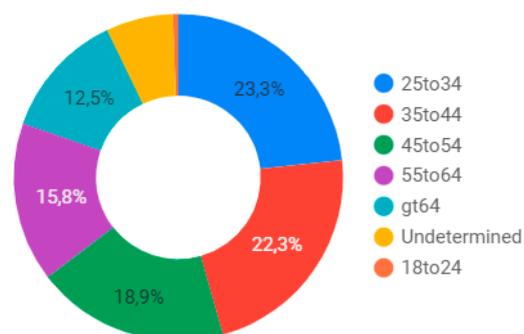
For the development of this project, CRIF worked with Massimo Esposti and Paolo Zucca, journalists specializing in the economy, savings, and investments, who explain even the most complex concepts in the simplest and most understandable terms possible, giving useful tips on how to take important decisions without stress.

In 3 years, the Faccio Tesoro project has had over 10 million views on the website and YouTube combined.

The videos were mainly watched by young people, with those between the ages of 18 and 34 representing 24.2% of the total views, and by the over 55s, representing 27.6% of the total.

3 out of 5 users are men, but the female audience is constantly growing, confirming the interest in these issues by a segment of the population that is increasingly involved in the planning and management of the household budget.

To expand the reach of the initiative, as well as the videos, the Faccio Tesoro content can also be accessed in the form of podcasts on popular platforms such as [Spotify](#), [Amazon](#), [Apple](#), and [Google](#) Podcasts.



• More information

Website:

[FACCIO TESORO](#)



Chapter contributor:

Maurizio Liuti
Corporate Communications